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DOLLAR VOLUME OF RETAIL STORES

ON pages 226 and 227 is a table showing the number of stores, the dollar volume of sales, and the average sales per store of 54 different types of retail outlets for the years 1939 and 1948. This information has just been released by the Bureau of the Census and is presented here as a guide for our clients who are interested in commercial property.

The figures shown are for the entire nation and, therefore, the "sales per store" are national averages. For this reason, these figures are useful chiefly as bench marks and for purposes of comparison. However, a large number of stores will be fairly close to the national average. Furthermore, most people who have studied the performance of various retail outlets will have a pretty good idea which individual stores should be above or below the national average. The latest information available on dollar sales and number of stores is for the year 1948 and since then some lines have taken substantial drops in their average dollar volume of sales per store. Other lines have risen considerably over their 1948 level, and for this reason we are showing the estimated change from the 1948 level in the right-hand column of the table. The figures shown in this column represent the percentage change in dollar volume for the first quarter of 1950 from the first quarter of 1948.

It will be noticed that several types of stores have decreased in number since 1939. These are quickly identified by the fact that their total number in 1948 is shown in red. The changes in the number of different types of food stores have largely been brought about by the rapid and widespread development of the supermarket. Larger units mean fewer smaller ones are needed, and the fruit market or fish market, or poultry shop of 1939 is frequently found as a single department of the present-day supermarket.

It is rather surprising to find that the number of gasoline service stations in 1948 was less than the number in 1939. This condition is apparently being rapidly rectified and within a short while the 1939 total will be exceeded.

It is natural that the number of second-hand stores would dwindle. Families grew weary of worn-out articles during the period of shortage. Today they are interested in shiny new merchandise and they have the means to acquire it.

The decrease in the number of fuel and ice dealers is to some extent the result of consolidation. The biggest cause of the drop, however, is the enormous increase in the use of automatic refrigeration and gas heating.

NUMBER OF RETAIL STORES AND DOLLAR VOLUME

| Type Store | Number in 1948 | Sales in \$1000's in 1948 | Sales in \$1000's in 1939 | Sales per store 1948 | Sales per store 1939 | Sales in \$1000's 1939 | Sales per store 1939 | % change in total sales - 1st quarter 1950 from 1st quarter 1948 |
|---------------------------------------|----------------|---------------------------|---------------------------|----------------------|----------------------|------------------------|----------------------|--|
| Grocery stores without fresh meat | 154,543 | 200,303 | \$ 4,045,341 | \$2,225,435 | \$ 26,200 | \$11,100 | \$11,100 | +7% |
| Grocery stores with fresh meat | 243,527 | 187,034 | 20,727,011 | 92,700 | 29,400 | 92,700 | 92,700 | +6% |
| Meat markets and fish markets | 29,470 | 42,260 | 1,777,986 | 750,797 | 60,400 | 17,770 | 17,770 | +7% |
| Fruit stores and vegetable markets | 15,781 | 27,666 | 389,993 | 222,239 | 25,400 | 8,040 | 8,040 | +11% |
| Candy, nut, confectionery stores | 32,897 | 48,015 | 648,996 | 295,300 | 19,700 | 6,150 | 6,150 | +17% |
| Dairy products stores | 11,734 | 16,834 | 1,683,519 | 740,011 | 160,500 | 44,000 | 44,000 | +6% |
| Bakery products stores 1/ | 20,175 | 16,985 | 729,781 | 168,027 | 36,200 | 9,900 | 9,900 | +9% |
| Egg & poultry dealers | 5,614 | 6,532 | 265,011 | 63,350 | 47,200 | 9,700 | 9,700 | +• |
| All other food stores | 10,939 | 14,820 | 502,802 | 203,480 | 46,000 | 13,700 | 13,700 | +• |
| Eating places 1/ | 194,204 | 169,792 | 6,475,482 | 2,135,020 | 33,400 | 12,600 | 12,600 | +9% |
| Drinking places | 152,351 | 135,564 | 4,215,094 | 1,385,032 | 27,700 | 10,200 | 10,200 | +13% |
| General stores | 21,536 | 39,468 | 1,163,975 | 810,342 | 54,000 | 20,400 | 20,400 | +13% |
| Department stores 2/ | 2,560 | 4,074 | 10,638,688 | 3,974,968 | 4,100,000 | 975,000 | 975,000 | +7% |
| Dry goods, general merchandise stores | 29,764 | 29,247 | 2,787,584 | 713,208 | 93,800 | 24,400 | 24,400 | +13% |
| Variety stores | 20,250 | 16,946 | 2,504,436 | 976,801 | 123,500 | 57,600 | 57,600 | +12% |
| Men's & boys' clothing stores | 23,723 | 21,501 | 2,176,530 | 773,312 | 91,600 | 35,900 | 35,900 | +16% |
| Family clothing stores | 12,655 | 10,053 | 1,801,301 | 429,454 | 142,400 | 42,600 | 42,600 | +15% |
| Women's ready-to-wear stores | 30,654 | 25,820 | 3,277,507 | 1,008,494 | 107,000 | 39,800 | 39,800 | +16% |
| Women's accessory, specialty stores | 13,475 | 17,293 | 436,053 | 219,149 | 50,000 | 12,600 | 12,600 | +23% |
| Shoe stores | 19,560 | 20,487 | 1,468,223 | 617,064 | 75,000 | 30,100 | 30,100 | +13% |
| Custom tailors | 4,960 | 5,674 | 1,421,794 | 66,282 | 28,750 | 11,700 | 11,700 | +18% |
| Furriers | 2,352 | 2,214 | 218,787 | 94,133 | 93,000 | 42,600 | 42,600 | +28% |
| All other apparel stores | 7,954 | 3,917 | 274,243 | 49,884 | 34,500 | 12,750 | 12,750 | +• |
| Furniture stores | 29,050 | 19,902 | 3,425,325 | 973,157 | 118,000 | 48,900 | 48,900 | +9% |
| Floor covering, drapery stores | 7,748 | 2,916 | 503,283 | 74,461 | 65,000 | 25,500 | 25,500 | +9% |
| Other home furnishing stores | 11,836 | 9,096 | 438,504 | 152,206 | 37,200 | 16,750 | 16,750 | +9% |
| Household appliance stores | 20,671 | 18,002 | 2,160,006 | 484,698 | 72,800 | 26,900 | 26,900 | +7% |
| Radio stores | 7,243 | 2,911 | 387,129 | 48,675 | 53,500 | 16,700 | 16,700 | +40% |
| Motor vehicle (new & used) dealers | 44,063 | 33,809 | 15,971,790 | 4,810,245 | 362,000 | 143,000 | 143,000 | +33% |
| Motor vehicle (used) dealers | 16,849 | 6,960 | 2,432,834 | 193,790 | 144,000 | 27,700 | 27,700 | +• |
| Tire, battery, accessory dealers | 20,617 | 16,525 | 1,361,226 | 523,665 | 66,100 | 28,200 | 28,200 | +2% |
| Other automotive dealers | 4,667 | 1,018 | 352,203 | 20,967 | 75,500 | 20,600 | 20,600 | +• |

| | | | | | | | |
|------------------------------------|---------|---------|-----------|-----------|---------|--------|------|
| Gasoline service stations | 188,305 | 241,858 | 6,492,586 | 2,822,495 | 34,500 | 11,700 | +2% |
| Lumber & building material dealers | 26,128 | 25,067 | 5,132,248 | 1,478,459 | 196,500 | 59,000 | +3% |
| Plumbing, paint & elec. stores | 20,598 | 14,900 | 1,150,020 | 282,746 | 56,000 | 19,400 | +6% |
| Hardware stores | 34,681 | 29,147 | 2,497,296 | 629,276 | 72,000 | 21,800 | +13% |
| Farm equipment dealers | 17,390 | 10,499 | 2,362,740 | 344,433 | 135,900 | 32,800 | -20% |
| Drug stores (with fountain) | 39,735 | 39,452 | 3,046,589 | 1,205,241 | 76,700 | 30,500 | -2% |
| Drug stores (without fountain) | 16,116 | 18,451 | 984,934 | 357,261 | 59,900 | 19,400 | -2% |
| Liquor stores | 33,628 | 19,136 | 2,585,978 | 586,351 | 76,900 | 30,600 | -20% |
| Second-hand stores | 16,964 | 23,962 | 303,636 | 138,007 | 17,900 | 5,800 | - |
| Fuel, fuel oil, ice dealers | 22,680 | 41,172 | 2,421,860 | 1,013,542 | 106,800 | 24,600 | -10% |
| Feed, farm, garden supply stores | 21,635 | 21,867 | 3,146,361 | 779,289 | 145,400 | 35,900 | -14% |
| Jewelry stores | 21,266 | 14,559 | 1,253,191 | 361,595 | 57,900 | 24,800 | -15% |
| Book & stationery stores | 6,933 | 7,881 | 534,885 | 192,024 | 77,100 | 24,400 | -1% |
| Sporting goods & bicycle stores | 8,603 | 3,526 | 344,949 | 63,751 | 40,100 | 18,000 | -20% |
| Florists | 14,741 | 16,055 | 377,031 | 148,741 | 25,600 | 9,300 | -20% |
| Cigar stores | 14,514 | 18,504 | 525,016 | 207,781 | 36,900 | 11,200 | - |
| News dealers | 6,894 | 7,407 | 216,457 | 72,427 | 31,800 | 9,800 | - |
| Gift, novelty, souvenir stores | 12,522 | 7,429 | 119,286 | 53,568 | 15,900 | 7,200 | - |
| Music stores | 6,117 | 2,930 | 237,987 | 65,127 | 55,300 | 22,300 | +11% |
| Luggage & leather goods stores | 1,191 | 759 | 69,040 | 19,345 | 58,000 | 25,500 | -12% |
| Cameras, photo supply stores | 3,028 | 1,112 | 201,881 | 32,343 | 66,600 | 28,100 | -19% |
| All other retail stores | 24,160 | 29,334 | 778,110 | 486,902 | 32,200 | 15,600 | - |

*Information unavailable.

1/ Data for "Caterers" included with "Eating places" in 1948 and with "Bakery products stores" in 1939.

2/ 1948 count of establishments not comparable with 1939 because of change in definition.